

In the claims:

1           1. (original) A method for pricing a classified advertisement, said method comprising:  
2                     receiving text of a classified advertisement from an advertiser, the classified  
3 advertisement to be provided access to at least one of a plurality of device types;  
4                     substantially simultaneously formatting the text of the classified advertisement  
5 for at least two of the plurality of device types;  
6                     displaying the classified advertisement as formatted for the device types;  
7                     determining a price for the classified advertisement as formatted for the device  
8 types; and  
9                     displaying the price.

1           2. (original) The method according to claim 1, further comprising receiving at least  
2 one selection for at least one of the device types to distribute the classified advertisement.

1           3. (original) The method according to claim 1, further comprising receiving a selection  
2 for a category to place the classified advertisement.

1           4. (original) The method according to claim 1, further comprising receiving a start date  
2 to begin running the classified advertisement.

1           5. (original) The method according to claim 1, further comprising computing a total  
2 price based on a selection of the device types to provide access to the classified advertisement.

1           6. (original) The method according to claim 1, wherein the classified advertisement  
2 includes an image.

1           7. (original) The method according to claim 1, wherein the image is a photograph.

1           8. (original) The method according to claim 1, wherein the advertiser of the  
2 advertisement includes at least one of an individual and a commercial enterprise.

1           9. (currently amended)       A system for pricing a classified advertisement, said  
2 system comprising:

3                   means for receiving text of a classified advertisement from an advertiser, the  
4 classified advertisement to ~~be provided~~ be provided access to at least one of a plurality of device  
5 types;

6                   means for substantially simultaneously formatting the text of the classified  
7 advertisement for at least two of the plurality of device types;

8                   means for displaying the classified advertisement as formatted for the device  
9 types;

10                  means for determining a price for the classified advertisement as formatted for the  
11 device types; and

12                  means for displaying the price.

1           10. (original) The system according to claim 9, further comprising means for receiving  
2 at least one selection for at least one device type to distribute the classified advertisement.

1           11. (original) The system according to claim 9, further comprising means for receiving a  
2 selection for at least one category to place the classified advertisement.

1           12. (original) The system according to claim 9, further comprising means for computing  
2 total price based on a selection of the device types to provide access to the classified  
3 advertisement.

1           13. (original) The system according to claim 9, further comprising means for receiving a  
2 starting date to run the classified advertisement.

1           14. (original) A computer-readable medium having stored thereon sequences of  
2 instructions, the sequences of instructions including instructions, when executed by a processor,  
3 causes the processor to:

4                 receive text of a classified advertisement from an advertiser, the classified  
5 advertisement to be distributed to at least one of a plurality of device types;

6                 substantially simultaneously format the text of the classified advertisement by at  
7 least two of the plurality of device types;

8                 display the classified advertisement as formatted for the device types;

9                 determine a price for the classified advertisement as formatted for the device  
10 types; and

11                display the price.

1           15. (original) A graphical user interface (GUI) for providing a user input interface to  
2 place a classified advertisement, said GUI comprising:

3                 a text area operable to receive text for the classified advertisement;

4                 a plurality of text display areas operable to simultaneously display the text for the  
5 classified advertisement, the text displayed in the text areas having different formats; and

6                 a plurality of price display areas, each of the plurality of price display areas being  
7 associated with a different text display area and operable to display a price for placing the  
8 advertisement based on the format of the text in the associated text display area.

1           16. (original) The method according to claim 15, wherein each of the plurality of text  
2 display areas represent a different output device having access to the classified advertisement.

1           17. (original) The method according to claim 15, wherein the different formats include a  
2 different number of characters per line.

1           18. (original) The method according to claim 15, wherein the text in each of the text  
2 display areas are individually editable.

1           19. (original) The method according to claim 15, wherein each price is based on a  
2 number of text lines in the associated text display area.

1           20. (withdrawn)     An online advertising publishing system for publishing  
2 advertisements, the system comprising:  
3                   a database for storing data associated with the advertisements;  
4                   an interface operable to receive the data associated with the advertisements from  
5 a plurality of input sources, at least one of the input sources being an order entry system operable  
6 to publish the data to print media; and  
7                   means for distributing the data across a network.

1           21. (withdrawn)     The system according to claim 20, further comprising an interface  
2 operable to inspect and edit the data for each advertisement.

1           22. (withdrawn)     The system according to claim 20, wherein the database is a  
2 relational database.

1           23. (withdrawn)     The system according to claim 20, wherein the data is stored in  
2 said database in an object format.

1           24. (withdrawn)     The system according to claim 20, wherein at least one of the input  
2     sources is an online order entry system.

1           25. (withdrawn)     The system according to claim 20, wherein the network is the  
2     Internet.

1           26. (withdrawn)     The system according to claim 20, wherein the data includes an  
2     image.

1           27. (withdrawn)     The system according to claim 20, wherein the advertisements are  
2     classified advertisements.

1           28. (withdrawn)     The system according to claim 20, wherein the data is stored in a  
2     content markup language format.

1           29. (withdrawn)     The system according to claim 20, wherein the order entry system  
2     exclusively publishes data to print media.

1           30. (withdrawn)     The system according to claim 20, further comprising a translation  
2     engine coupled between the order entry system and said database.

1           31. (original) A method for operating an online advertising system, comprising:  
2                   receiving data associated with advertisements from at least one data gathering  
3     source, the at least one data gathering source operating to publish the data to print media;  
4                   storing the received data from the at least one data gathering source; and  
5                   providing access to the stored received data to a plurality of device types.

1           32. (original) The method according to claim 31, wherein the advertisements are  
2   classified advertisements.

1           33. (original) The method according to claim 31, further comprising converting the data  
2   from a non-content markup language to a content markup language.

1           34. (original) The method according to claim 31, further comprising editing the received  
2   data.

1           35. (original) The method according to claim 31, wherein said storing of the received  
2   data is performed utilizing an object oriented format.

1           36. (original) The method according to claim 31, further comprising distributing the  
2   data across a network.

1           37. (original) The method according to claim 36, wherein the network is the Internet.

1           38. (original) The method according to claim 31, further comprising converting the data  
2   to be distributed to a format particular to an output device.

1           39. (original) A method for managing classified advertisements, said method  
2   comprising:

3                   receiving a schedule for listing a classified advertisement;

4                   receiving a selection of at least one device type from a plurality of device types to  
5   provide access to the classified advertisement; and

6                   providing access to the classified advertisement to the at least one selected device  
7   type based on the schedule.

1           40. (original) The method according to claim 39, wherein the device type includes at  
2   least one of the following: personal computer, mobile phone, personal digital assistant (PDA),  
3   satellite communication device, and pager.

1           41. (original) The method according to claim 39, wherein said providing access includes  
2   distributing the classified to the at least one selected device type.

1           42. (original) The method according to claim 39, further comprising posting the  
2   classified advertisement to a website in an object oriented format.

1           43. (original) The method according to claim 39, further comprising:  
2                receiving a search request from a device of the selectable device types;  
3                searching for classified advertisements that satisfy the search request; and  
4                providing access to the classified advertisements that satisfy the search request to  
5   the device.

1           44. (original) The method according to claim 39, wherein the access includes enabling  
2   the classified advertisement to be listed by a search of the classified advertisements.

1           45. (original) A system distributing classified advertisements, said system comprising:  
2                means for receiving a schedule for a classified advertisement to be accessible;  
3                means for receiving a selection of at least one device type from a plurality of  
4   device types to provide access to the classified advertisement; and  
5                means for providing access to the classified advertisement to the at least one  
6   selected device type based on the schedule.